

FIGURE 1 (PRIOR ART)

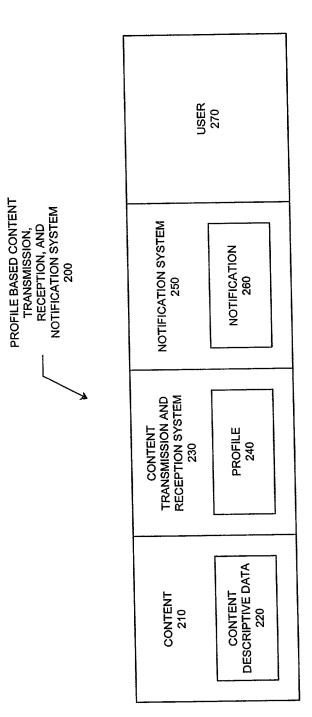


FIGURE 2

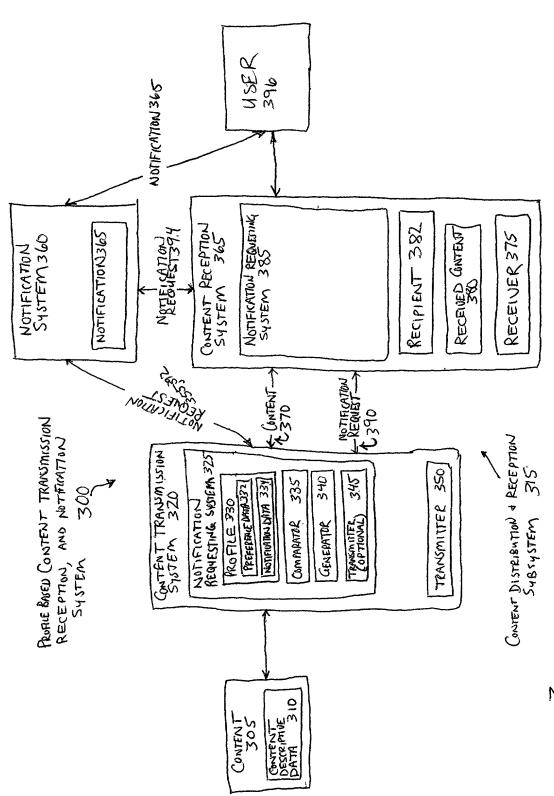


FIGURE 3

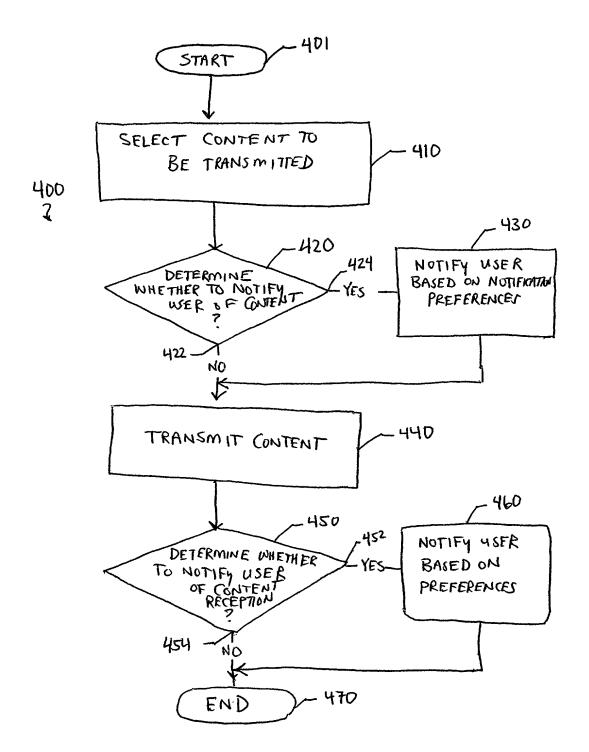
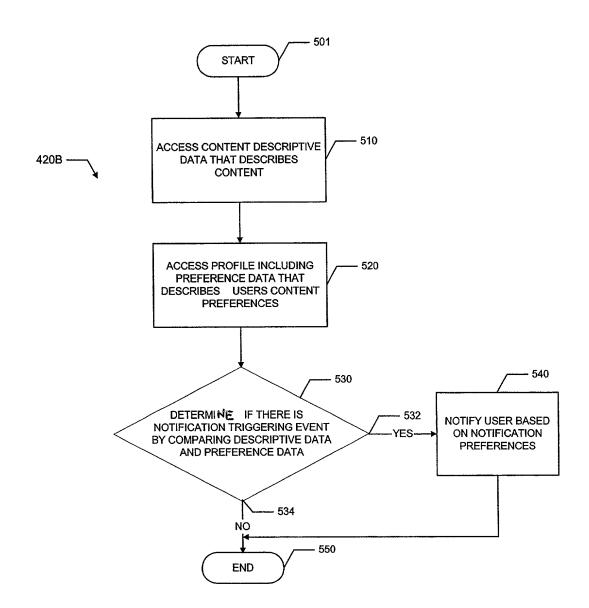


FIGURE 4



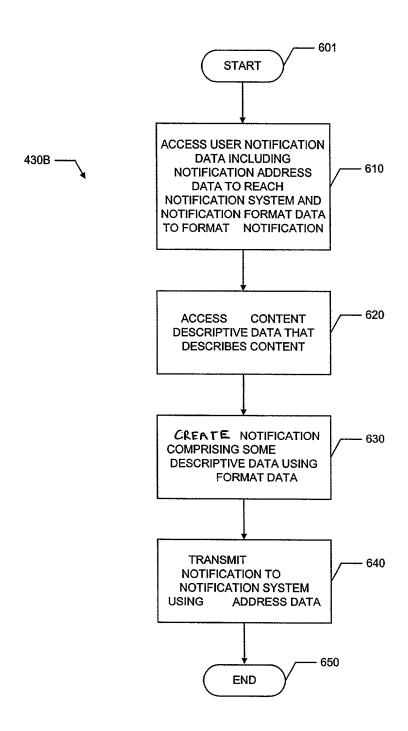


FIGURE 6

FIGURE 7

USER PROFILE 800
USER DATA 810 PORTION 812
NAME, ADDRESS, SEX [C. 814], BILLING,
PROFESSION, INCOME, ETHNICITY
CONTENT PREFERENCES 820 PORTION 7,822  SPORTS C2 824, HOCKEY C3 826, COLORADO AVS C4 828, MATERIEUT C5 830,
OTHER DESIRED CONTENT PREFERENCE 831  ACTION [C. 832]
TIMING PREFERENCES 840 PORTION 842
SATURDAY [C7: 844] 6:00-11:59 PM [C8 846]
OBSERVATIONAL PROFILE 850 [ACTIVE 852], HOCKEY [C9 854]
PHONE ACTIVE, PHONE ADDRESS, EMAIL INACTIVE, EMAIL ADDRESS PAGER ACTIVE, PAGER ADDRESS, NOTIFY 1-WEEK ACTIVE, NOTIFY 1-DAY INACTIVE, NOTIFY 1-HOMR ACTIVE

FIGURE 8

CONTENT NOTIFICATION SYSTEM 900

ZOO) STANLEY CUP PLAYOFFS 940 CAME 7 COLORADO AUS US. NEWJERSEY DEWLS DAY: SATURDAY JUNE 9, 2001 950 TIME: 7:00 P.M. MST. CHANNEL: 10 TIME TILL EVENT: 1 HOUR. 970 PROFILE RATING: 96 OTHER DESIRED INFORMATION 990	NOTIFICATION 930	OHB SHOW	NEWJERSEY DEVILS	2007	096	R. 970	086	999	DISPLAY 920'
		2001 STANLEY CUP PLA	CAME 7 COLORADO AUS US.	DAY: SATURDAY JUNE 9. TIME: 7:00 P.M. MST.	CHANNEL: 10	TIME TICL EVENT: 1 HOW	PROFILE RATING: 96	OTHER DESIRED INFORMATION	

FIGURE 9

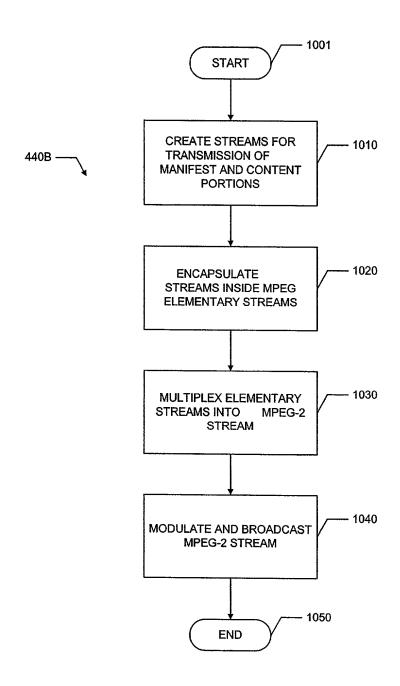


FIGURE 10

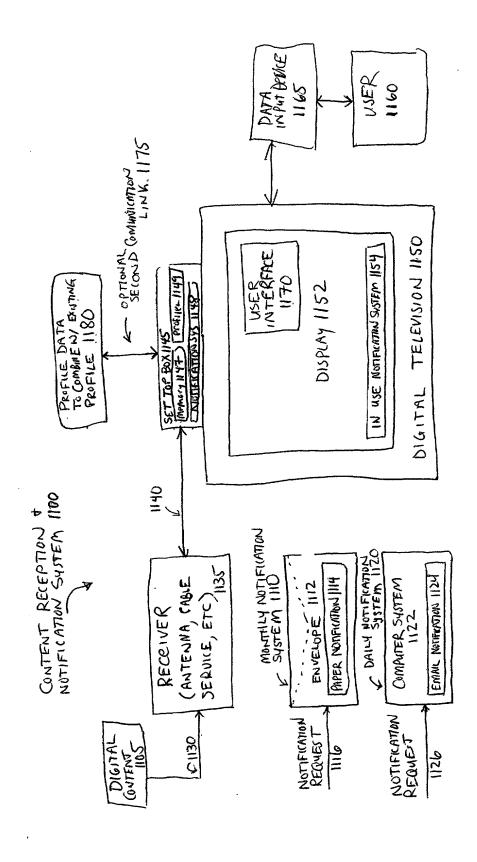


FIGURE !!

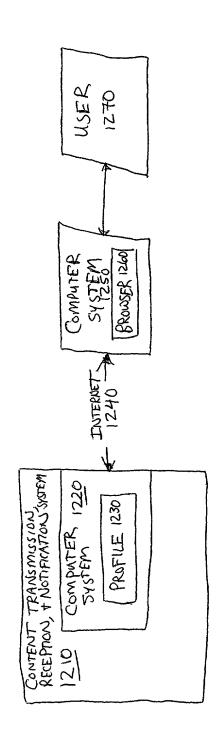


FIGURE 12

